

CULTIVATE CUSTOMERS

BY SELECTING AND
NURTURING PROSPECTS

INCREASE ROI BY INCLUDING
DIRECT MAIL AS PART OF YOUR
MARKETING STRATEGY

2016 COMPANY HIGHLIGHTS

USE A HUMAN TOUCH
TO CREATE MEANINGFUL
CUSTOMER EXPERIENCES

Plus:

- Customer Experience Considered Crucial to Businesses
- Content Origination and Delivery Takes 25% of Marketing Budget
- Using Customer Personas = Increased Revenue
- What Our Customers Are Saying About Us

2016 A BANNER YEAR FOR SUNDANCE

A Letter from our Chairman of the Board

So much happened in 2016 at SunDance I hardly know where to begin!

First, I want to thank you, our clients, for your support and business during the year, without you, we are nothing and we sincerely appreciate your business and willingness to recommend us to others.

Continual growth and improvement require a continual effort to understand and adapt to our client's requirements and evolving technologies. We take this to heart and go to great lengths to ensure we are meeting or exceeding our your expectations day in and day out by providing innovative and timely solutions. Bringing as many capabilities as we can under our roof affords us the opportunity to meet your needs while maintaining the utmost control over quality, cost and timeliness.

On the next few pages, you'll find details about the latest news from SunDance, let me just summarize a few of the highlights:

- We invested in a Siska machine to set colored rivets and eyelets for apparel or paper.
- We added a Muller Martini Pantera perfect binder with PUR binding capabilities to round out our bindery services, which also features case making, mounting and the ability to create small custom 3-ring binders.
- We supported our community by sponsoring the Tales & Tails Gala to benefit our companions in the animal kingdom; and we were proud to continue our support the inaugural season of Opera Orlando.
- We were honored to receive several prestigious awards from industry associations and excited to be included in the INC 5000 fastest growing private companies.
- Lastly we took our employees on an employee recognition outing to Discovery Cove to thank them for their many contributions to our success and yours.

2017 is shaping up to be just as exciting. We're starting the year with a brand-new MGI JET varnish 3D for digital spot UV coating, embossing and foiling for even the smallest projects. Longer runs, we have a new Kluge 14x22 EHD Series Foil Stamping, Embossing & Diecutting press.



We'll be keeping you updated with our quarterly newsletter, and we are always happy to have you stop by to see the latest developments here at SunDance. Here's to a fabulous 2017!

John Ruggieri | Chairman of the Board

INTRODUCING
A BOLDER
BRIGHTER

Our new branding better portrays our corporate culture and commitment to customers, using colors that reflect our values of optimism, energy, trust and serenity.

SUNDANCE 2016 HIGHLIGHTS

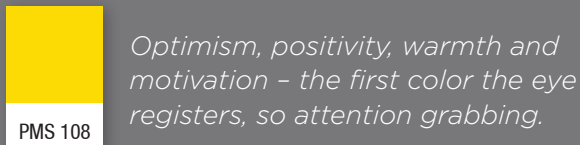
SunDance

Sundance receives the Florida Friendly Landscape award from (FNGLA) for our landscape renovation.



Introducing a Bolder, Brighter SunDance!

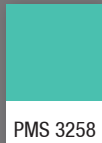
In 2016, we brought a new look and feel to our brand that modernizes our look and continues to evolve our SUN as an integral part of our growing brand. It's a bolder, brighter look whose colors were carefully chosen to reflect our values of optimism, energy, trust and serenity.



Optimism, positivity, warmth and motivation – the first color the eye registers, so attention grabbing.



Energy, friendliness and confidence. Can signify a strong, engaging work ethic and productivity.



Trust, dependability and strength. Very popular for branding – Universally well liked.



Nature and serenity – deeper greens associated with wealth or prestige, lighter greens considered peaceful.

Like our branding? Let us consult with you on a brand refresh!

We Are Honored and Humbled ...

SunDance was recognized with several prestigious awards and accolades during 2016, so pardon us while we get out our brag book!

OUR LATEST ACCOLADES

- We received two Foil & Speciality Effects Association (FSEA) Gold Leaf awards, chosen from among hundreds of exquisite entries submitted from around the world.
- At the 2016 Florida Print Awards hosted by the Printing Association of Florida, SunDance took home 21 awards, almost exclusively representing client work. Will one of your projects gain recognition at the 2017 awards? We hope so.
- Last but certainly not least, we were thrilled to be included in the INC 5000 fastest growing private companies. The magazine and its judges consider that the 2016 Inc. 5000 are the superheroes of the U.S. economy as the cadre of America's fastest growing private companies. SunDance qualified with a year-over-year revenue growth of 18%. Thanks to our customers for helping us achieve this prestigious status.



Hard Rock Hotel In-Room Collateral Components Won 2 FSEA Gold Leaf Awards and client attained Best of Show at the 2017 Orlando Addy Awards.

We would like to thank our customers for their responses to our 2016 customer satisfaction survey. We take all feedback to heart to help us do whatever it takes to make sure every single job goes as smoothly as possible and the results meet or exceed expectations. We received many glowing responses (thank you!) and more importantly we received critical feedback on where we need to focus for improvement. Customer satisfaction is of the utmost priority at SunDance as we strive to be a valuable business partner to our clients. We're looking forward to see what you have to say in 2017.



2016 EMPLOYEE APPRECIATION

Our Employees Are Critical to Our Success

We took time out of a busy 2016 to enjoy an Employee Appreciation Day at Discovery Cove. The SunDance team is always hard at work making sure we provide the best possible solutions to your everyday challenges. You'll undoubtedly recognize more than a few faces here. Everyone came back from the event recharged and re-energized, ready to take on the next challenge.

Practicing What We Preach

We spend a lot of time talking to customers about the benefits of personalized direct marketing, and we took our own advice to heart in a promotional campaign for

**SUNDANCE UNIVERSITY, WHICH
ACHIEVED A STUNNING 10.6%
DIRECT RESPONSE RATE!**

SDU is committed to bringing quality educational content on a variety of subjects. The goal is to provide clients with insights, ideas and inspiration to help drive their businesses to the next level. Topics range from Marketing, Design, Printing (offset and digital), large format, fulfillment and integrating storefronts as an enterprise solution.



WHAT THEY ARE SAYIN'

I rely on SunDance Marketing for my client needs when it comes to custom, multi faceted, complex printing projects, wide format printing, Pop Up Displays, Banners, stickers, trade show giveaways, back lit displays, custom die cut displays and graphics, custom small and large quantity digital printing, variable data direct mail, and mailing lists. They always perform, on time, on budget.

Dale Roberts

SunDance is a pleasure to work with. They have far exceeded our expectations in product quality, meeting deadlines and customer service. I would give them 6 stars if I could!

Lou Colombo

This is the first time Zeta Phi Beta Sorority, Inc. has worked with SunDance and we have experienced nothing but total professionalism from everyone we have had any contact with. The staff is so customer satisfaction conscious that they became more than just a company to Zeta during our many projects that were done by them for our national convention. Everything they designed, created or printed for us was simply excellent.

Mercedes Alxeander

... I can't recommend SunDance enough.

Kim Ratcliff

Quick turnaround, great service! We were able to get our signs produced and distributed just in time. This company really worked with us. Our customer response supported this review! Try Sundance!

Bonisha Townsend Porter

Google



CULTIVATING HIGH-YIELD CUSTOMERS

*Implement high-return account-based marketing by
hand selecting and nurturing your most robust leads*

In the classic B2B marketing funnel, you know that if you get enough people into the funnel, you'll reach your sales goals. You might do broadcast marketing and wait for people to enter the funnel. You might target people you've sold to in the past. You might go after the accounts your predecessor had. These and similar strategies can be effective, but they aren't always scalable. Increasingly, B2B marketers are turning to account-based marketing instead.



Account-based marketing (ABM) starts with identifying the companies most likely to buy from you, then using precise, highly targeted strategies to nurture them along until they are ready to buy. Let's look at the basics of a high-performing ABM strategy.

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mythja (hands), RomoloTavani
(vineyard)



IDENTIFY THE RIGHT ACCOUNTS.

Account selection is the foundation of an ABM program. If you select companies outside your market or that you have little chance of winning, you'll have low-percentage results. Successful ABM starts with getting the right accounts into your funnel to begin with.

How do you find them? Look at your current customer base, competitors, employees, revenue, and geography. Find your highest and lowest performing accounts, then score prospective accounts based on what you learn. Companies like Spiderbook specialize in this analysis and can help you find accounts you might not have thought about.



IDENTIFY THE RIGHT DECISION MAKERS WITHIN THOSE ACCOUNTS.

Get to the right people within your target accounts. Dimensional mail has a nearly 100% delivery rate and is a great way to do this. Keep your database up to date. Roughly 20% of people leave companies every year. That means that in five years your entire account base will have turned over!



KEEP THE ACCOUNT WARM UNTIL THEY ARE READY TO PURCHASE.

Most people are not ready to buy right now. Data shows that only about 10% are ready to buy immediately. Twenty percent will never buy. That leaves 70% that will buy from you eventually. You just need to stay top of mind until they are.

Use targeted awareness campaigns: direct mail, email, events, webinars, and all forms of advertising. Use data enrichment services like Demandbase Marketing Cloud and InsideView Enrich to give you data such as company size, revenue, and other demographic and firmographic

information for use in your messaging.

Use demographic, firmographic, and behavior scoring to prioritize your leads. Once warm leads reach a certain score, you can drop them into a full-blown lead nurturing campaign.



DRIP, DRIP, DRIP.

Keep your leads simmering with direct mail, promotional items, emails, white papers, and other forms of delivered content until they are ready to buy. Encourage people to attend webinars, live demos and live events, and to engage with your blog. Use Google AdWords and targeted ads on social media sites like LinkedIn or Facebook to stay in front of them while your sales team follows up.



GIVE 'EM SWAG.

Although promotional items often get the proverbial eye roll, the reality is, they work. It's based on the concept of reciprocity. Whether it's conscious or not, when you give people something, they feel an obligation to respond. You may find that you've been hitting an account for months with no response. Then you send a promotional item, and the next time, they pick up the phone. If you send a high-quality branded item by FedEx, it's trackable, so you know exactly when to do the follow-ups. Companies like SwagIQ monitor activity within your CRM to notify you of the best times throughout the sales cycle to get your promotional items in front of your customers.

NEED HELP DEVELOPING AN ABM STRATEGY? GIVE US A CALL!

Contents of this article were drawn from the webinar "B2B Marketing for the Me Generation," hosted by Target Marketing and sponsored by Demandbase.

NEW | NEW | NEW



IMPECCABLE FINISHINGS



When our clients come to us with unique requirements, we absolutely hate to say no. This has led us to accumulate an eclectic set of services all available under one roof, from all types of printing and mailing to laser engraving, die-cutting, foiling, PUR binding and raised UV. New in 2016:

A Siska rivet-setting machine that is capable of setting a wide range of colored rivets and eyelets for apparel or paper. Eyelets have an approximate outside diameter of 5/16", inside diameter of 3/16" and a barrel length ranging from 3/32" to 14/32". This acquisition was driven by a major international hotel chain that came to us with a requirement to produce an unusual design for its "Do Not Disturb" and "Please Service Room" door hangers, we had no hesitation in seeking out the best possible tools to implement the design so we could produce the entire project in-house!

Our new Muller Martini Pantera perfect binder with PUR binding capabilities features short set-up and changeover times that make it ideal for today's shorter runs. The compact, user-friendly Pantera is well-known for its flexibility in handling a large range of job formats and sizes. In addition, an electrical line shaft helps to operate the binder and facilitate fast makereadies. Its PUR adhesive is the

adhesive of choice for premium soft cover books, especially those that have a long shelf life such as buyers guides and trade catalogs.

Our new Brandtjen & Kluge foil stamping, embossing and diecutting press adds more flexibility and makes it faster for us to deliver outstanding products to our customers. It will improve our makeready times by at least 15 minutes per project, which adds up quickly when you consider the number of short run, quick turn jobs that come through our shop. With the combination of the Kluge press and the MGI JETvarnish, we can handle almost any embellishment you can dream up!

STAY TUNED FOR MORE NEWS AS WE CONTINUE TO EXPAND OUR CAPABILITIES.

NEW YEAR, NEW EQUIPMENT

We're already adding more capabilities in 2017. We're especially excited about our new MGI JETvarnish 3D, taking digital spot UV coating and foiling to a new dimension. The new solution features fast throughput for flat spot UV jobs and amazing 3D raised effects. This addition positions SunDance to better serve its customers and maintain its competitive advantage in the greater Orlando area and beyond. Watch our brief video <http://bit.ly/2n05TAs>

DIRECT MAIL *Still* DELIVERS!

Increase ROI by including direct mail in your marketing plan

With marketing budgets under pressure, marketers are always looking for ways to make their marketing spend more efficient. This puts direct mail in the crosshairs. With growth in many digital channels, can direct mail spend get trimmed without impacting ROI?

Not if you look at the data. Consistently, marketing campaigns that include direct mail perform better than those that don't. Direct mail requires less cognitive effort to understand, results in higher brand recall, and generates a higher buyer "motivation score."



CONSUMERS VALUE DIRECT MAIL

Recently, the United States Postal Service released its "Mail Moments" survey, which shows the high level of consumers' engagement with mail. Here are some of the highlights:

- **86% take the time to look through the mail.**
- **81% value handwritten notes, letters, and cards.**
- **76% value the privacy, reliability, and security of mail.**
- **70% "enjoy receiving mail."**
- **63% look forward to discovering the mail each day.**

Regardless of age, most consumers sort their mail at the first opportunity, usually the same day. This is the case even with Millennials. Although they receive less mail overall, Millennials spend more time sorting their mail and are more active consumers of mail than other demographics.

Millennials are also more likely to say that they "like to discover what the mail brings every day" and consider reviewing mail time well spent. While 47% of consumers overall agree with these statements, this rises to 50% of Millennials.

The role of bills in the mail remains important to all generations. Nearly half of households consider pure online bill receipt and payment undesirable, and undesirability increases with age. Just over one-third of Millennials (34%) consider online bill receipt and payment undesirable, rising to more than half of Boomers



(54%). Even if there is an easy-to-use billing portal, most consumers would prefer some bills or statements to be sent by mail.

Overall, people are more engaged with mail than they used to be. The percentage of people who sort their mail in detail rose from 37% in 2012 to 39% in 2016. The percentage who at least scan their mail nearly doubled from 30% in 2012 to 53% in 2016. The survey attributes this rise to interesting, engaging tools like augmented reality, QR Codes, and personalized URLs that are being used to make mail more interactive.

The takeaway? Even if you are engaging consumers with digital channels, maintain your direct mail connection. Talk to us about which tools will work best for increasing engagement with your audience.

A HUMAN TOUCH

Use data to make connections that create meaningful customer experiences

Data is a powerful tool for reaching into the world of your customers and creating meaningful connections. But before data can do its job, you first have to create a meaningful customer experience.

According to a recent report by the CMO Council ("The Purpose-Built Experience"), 73% of CMOs said that customer centricity through each engagement, experience, and touchpoint is "nothing short of critical" to the success of their businesses.

In fact, of the 59% who indicated that customer experiences had impacted their businesses, 25% attributed positive customer experiences with revenue increases of more than 5%. Of the 41% who said that poor customer experiences had negatively impacted their bottom lines, 12% of these saw revenue decreases of more than 5%.

Customer experience is foundational to your business, and it starts with how you communicate with your customers, whether through print, email, or mobile. Here are 5 steps to making sure your customer experience is positive:

1. HAVE A STRATEGY.

Creating a positive customer experience requires more than tracking customer behavior and mailing promotions. It requires creating a human connection that makes your buyers say, "They understand me!" This effort cannot be haphazard or reactionary. It must be strategic and proactive.

2. PUT YOURSELF IN A BUYER'S SHOES.

A recent study by IBM Marketing Cloud refers to this as "empathy." Put on your customers' shoes. Understand where they are coming from so that you can craft messaging that is meaningful to them.

This starts with creating buyer personas.

Boardview reports that 90% of companies using personas have been able to create a clearer understanding of who their buyers are, and 71% of companies that exceed their revenue and lead goals are using buyer personas.





3. UNDERSTAND THE CUSTOMER JOURNEY.

Understanding the customer journey requires more than tracking the customer journey through clicks, views, and purchase patterns. It involves connecting all of the customer touchpoints—online and offline. Understanding each “point” along the continuum is important, but you cannot be so focused on each individual point that the larger experience gets lost.

4. GET YOUR DATA OUT OF SILOS.

In order to address the points of disconnect, get your data out of silos. Create a single, integrated database that includes all points of customer interaction, from the beginning of the journey to the purchase. Tie together all of the points of connection so you can improve consumers’ overall experience with your brand.



5. GET HUMAN.

As the CMO Council puts it: “The shift to customer experience must start with empathy as it forces an innate sense of humanity, pushing past the data, tools, technology, and even strategy decks and process updates. Customer experience inherently humanizes the marketing machine, bringing the fundamental question of ‘How can I help you?’ back to the customer dialogue.”

Data and technology are critical to your marketing strategy, but unless they have humanity and relevance behind them, they lack true effectiveness. Developing personas is a great first step to making your marketing truly human.



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Get to Know Your Customers

93% of companies who exceed lead and revenue goals report segmenting their database using buyer personas.



Source: Boardview

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Content Is King

Marketers spend **25%** of their marketing budgets on content origination and delivery.



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WELCOME TO THE INAUGURAL ISSUE OF THE FLARE.

SunDance strives to provide bright and insightful information to spark ideas and solutions for your company's everyday challenges! Call us today to discover how SunDance can make you SHINE!



Put yourself in their shoes! Craft meaningful messages by better understanding your customers.

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..BRING ON THE SUN



SUPPORTING OUR COMMUNITY

Each year we look for ways to support our local community. In 2016, we supported our community by sponsoring the Tales & Tails Gala to benefit our companions in the animal kingdom. If you've visited us at SunDance, you know we are a dog-friendly environment so this was a natural choice for us.

We were also proud to support the inaugural season of Opera Orlando as they bring a new level of distinction to the Central Florida arts community. We helped out with innovative design, print, direct mail and large format solutions for this exciting new venture.

Do you have your Bring On the SUN 2017 calendar from SunDance yet? Contact us and we'll send you one, along with wishes for a sunny and prosperous year.